
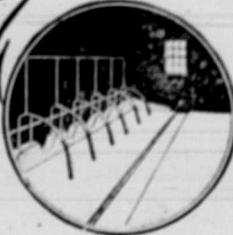


# Write to Alfred Rogers for free facts about cement's value to you



No special timbering is necessary when cement is used to modernize the interior of a dairy-barn.



You can be sure of a better price for your milk if your cows are housed in a cleanly interior like this one here.

HERE is your opportunity to get, for nothing, the inside truths about cement—how little it costs compared with lumber—how to use it so you will be satisfied with the result—where to buy it—what kind to buy. I will tell you all you want to know about cement, and I will not charge you one cent for telling you. Learn all about cement free. Write now.



All silos are good; but a stave silo is something to bother over from the first day you use it.



Concrete-silos may seem hard to build; but they are easier to construct than any other kind whatever.

## Cement Is Easily Handled

There is nothing intricate nor difficult about handling cement. Write me, and I will show you just how to mix and use concrete (which means a mixture of cement, sand and broken stone). If you are 'handy' at all, you can quickly learn how to build almost anything with cement—from a fence post to a cattle barn. I will tell you how to go about renovating your house, wagon-shed, barn—any building on your place. And I will save you money, too. Yet you need pay me nothing at all for my helpful advice.

## Fireproof and Decay-Proof

Fire cannot destroy a concreted surface. Decay does not affect it. Structures exist to-day, in Great Britain, Italy and elsewhere, that were built of cement more than two thousand years ago. Dampness cannot penetrate a concrete wall. It is an armor against heat and against cold—so a building even thinly overcoated with the right kind of cement is warmer in winter and much cooler in summer than even a solid stone building can be. Yet its cost is trifling.

**My Knowledge Freely At Your Service**

This advertisement is intended simply to educate you about cement, to tell you a few facts about the building material every farm ought to use for almost any purpose lumber is used for now. I offer you my expert advice and instruction entirely free of cost or obligation to you. You are welcome to it.

Won't you write me before you build?

**Alfred Rogers Limited**



It 'takes it out' of hens to have to live in frame houses through our bitter winters. House them right.



You can get bigger returns for the outlay from a cement-concrete poultry-house than you perhaps now imagine.

## FREE Instruction On How To Build Any Of These Farm Necessities:—

- Silos
- Corn Cribs
- Cow Sheds
- Stables
- Watering Troughs
- Cesspools
- Slop Tanks
- Ice Houses
- Box Stalls
- Cisterns
- Barn Floors
- Feeding Yards
- Dairy Barns
- Poultry-Houses

And Many Other Farm Structures

Just Write And Ask Me

Alfred Rogers  
President

## Cement Cheaper Than Lumber

Even in first cost, a concrete house, barn, henhouse, shed—or any other structure—is actually cheaper than a cheap lumber construction. In the long run cement is ever so much cheaper—because it needs no repairs—you don't have to paint it—it just lasts and lasts, and does not deteriorate from age or from any other cause. You will be mighty well satisfied with anything you build of cement, whether it's a mansion or a watering-trough for the cattle.

## Skilled Labor Rarely Needed

Moreover, it is seldom necessary to hire high-paid mechanics to do any cement work you want done. The probability is that I can quickly teach you how to do the work yourself, with no outlay for skilled labor. Get the right cement—I will tell you about that, too. Use common sense and follow my plain-English instructions, and I can almost guarantee a satisfactory job on anything you want to use cement-concrete for. Just write me and get the facts.

**Inform Yourself Upon Cement — Do It Now**

Simply tell me your name and address, and give me an idea of what you might possibly use cement for. I will do all the rest—inform you fully upon this important money-saving, satisfaction-giving building material. You can have all the facts freely. Don't hesitate to write me because you are not quite ready to build. You will be ready some day.

Ask me now for the facts you ought to know.

**317 Elias Rogers Bldg. TORONTO, ONT.**